Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

What is claimed is:

1.   (Currently Amended) ~~An apparatus comprising a program storage media having a computer readable code embodied therein, said computer readable code being configured for computing, using a computer,~~ A computer implemented, price optimization system for optimizing a preferred set of prices for a subset of a plurality of products, comprising:

~~computer readable code~~ a rule prioritizer for prioritizing a plurality of rules; ~~computer readable code,~~ and for identifying at least one lower priority infeasible rule from the plurality of rules;

~~computer readable code~~ a rule relaxation module for incrementally relaxing any infeasible rule of the plurality of rules which has a lower priority than the at least one lower priority infeasible rule ~~to allow,~~ enabling the at least one lower priority infeasible rule to become feasible;

~~computer readable code~~ a database for storing initial prices for a plurality of products;

~~computer readable code~~ a product designator for designating a subset of products of the plurality of products, wherein the number of products in the subset of products is less than the number of products in the plurality of products; and

~~computer readable code~~ an optimization engine for optimizing prices for products in the subset of products, while maintaining the initial prices of all other products of the plurality of products ~~that are not in the subset of products,~~ and wherein the optimizing of prices complies with the relaxed any infeasible rule of the plurality of rules.

2.   (Currently Amended) The ~~apparatus~~ price optimization system, as recited in claim 1, wherein the ~~computer readable code~~ product designator for designating a subset ~~comprises: computer readable code for allowing~~ enables a number N to be designated~~; and computer readable code for selecting~~, and wherein the product designator selects no more than N products of the plurality of products to form the subset of products.

3.   (Currently Amended) The ~~apparatus~~ price optimization system, as recited in claim 2, ~~further comprising computer readable code for providing~~ wherein the optimization engine provides an optimization of total profit for the subset of products.

4.   (Currently Amended) The ~~apparatus~~ price optimization system, as recited in claim 3, ~~further comprising computer readable code for providing~~ wherein the optimization engine provides initial prices by optimizing prices for all of the plurality of products.

5.   (Currently Amended) The ~~apparatus~~ price optimization system, as recited in claim 4, ~~further comprising computer readable code for providing~~ wherein a new data source provides new data subsequent to providing initial prices by optimizing prices, and wherein the new data source includes an econometric engine and a financial model engine.

6.   (Currently Amended) The ~~apparatus~~ price optimization system, as recited in claim 5, wherein the ~~computer readable code for providing~~ new data ~~comprises computer readable code for providing~~ includes new price data and ~~computer readable code for providing~~ new price bound data, and wherein new price bound data includes changes in costs, base price, competitive prices, point-of-sale data, product information and store information.

7.   (Previously Cancelled)

8.   (Previously Cancelled)

9. (Currently Amended) The ~~apparatus~~ price optimization system, as recited in claim 1, ~~further comprising computer readable code for providing~~ wherein the optimization engine provides initial prices by optimizing prices for all of the plurality of products.

10. (Currently Amended) The ~~apparatus~~ price optimization system, as recited in claim 1, ~~further comprising computer readable code for providing~~ wherein the new data source provides new data subsequent to providing initial prices by optimizing prices, and wherein the new data source includes the econometric engine and the financial model engine.

11. (Currently Amended) The ~~apparatus~~ price optimization system, as recited in claim 10, wherein the ~~computer readable code for providing~~ new data ~~comprises computer readable code for providing~~ includes new price data and ~~computer readable code for providing~~ new price bound data, and wherein new price bound data includes changes in costs, base price, competitive prices, point-of-sale data, product information and store information.

12. (Previously Cancelled)

13. (Previously Cancelled)

14. (Previously Amended)   In a computer system, a method for computing a preferred set of prices for a subset of products of a plurality of products, comprising:

prioritizing, using the computer system, a plurality of rules;

identifying, using the computer system, at least one lower priority infeasible rule from the plurality of rules;

incrementally relaxing, using the computer system, any infeasible rule of the plurality of rules which has a lower priority than the at least one lower priority infeasible rule to allow the at least one lower priority infeasible rule of the plurality of rules to become feasible;

storing, using the computer system, initial prices for a plurality of products;

designating, using the computer system, a subset of products of the plurality of products, wherein the number of products in the subset of products is less than the number of products in the plurality of products; and

optimizing, using the computer system, prices for products in the subset of products, while maintaining the initial prices of products of the plurality of products that are not in the subset of products, and wherein the optimizing of prices complies with the relaxed any infeasible rule of the plurality of rules.

15. ·(Original)   The method, as recited in claim 14, wherein the designating a subset comprises:

allowing a number N to be designated; and

selecting no more than N products of the plurality of products to form the subset of products.

16.   (Previously Amended)   The method, as recited in claim 15, further comprising providing, using the computer system, an optimization of total profit for the subset of products.

17.   (Previously Amended)   The method, as recited in claim 14, further comprising providing, using the computer system, initial prices by optimizing prices for all of the plurality of products.

18.   (Previously Amended)   The method, as recited in claim 17, further comprising providing, using the computer system, new data subsequent to providing initial prices by optimizing prices.

19.   (Currently Amended)   The method, as recited in claim 18, wherein the new data comprises new price data and new price bound data, and wherein new price bound data includes

changes in costs, base price, competitive prices, point-of-sale data, product information and store information.

20-24   (Previously Canceled)

25.   (Newly Added)   The price optimization system, as recited in claim 1, wherein the optimization engine provides an optimization of total revenue for the subset of products.

26.   (Newly Added)   The price optimization system, as recited in claim 1, wherein the optimization engine provides an optimization of total sales volume for the subset of products.

27.   (Newly Added)   The method, as recited in claim 15, further comprising providing, using the computer system, an optimization of total revenue for the subset of products.

28.   (Newly Added)   The method, as recited in claim 15, further comprising providing, using the computer system, an optimization of total sales volume for the subset of products.